



## **ART 412.801 Video in VisCom Spring 2017**

**Instructor:** Gabriel (Gabe) Duran

**Location:** 409-3D Lab

**Time of class:** Thursdays (6:30 pm-10:30 pm)

**Email Address:** Gdtamuc@gmail.com

**Preferred Form of Communication:** Email

**Communication Response Time:** Within 24 hours

### **COURSE INFORMATION**

***This syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.***

#### **Materials**

Hard drive (to save work.) These can be purchased from various vendors (*Frys, Best Buy, or on-line through B&H, Seagate, Amazon, etc.*)

Flash drives (*to save word processing work: scripts, storyboards, shot lists, etc.*) DVDS

3 ring binder (*for production book*)

Headphones for editing

#### **Textbook(s) Required**

There is no required text for the class. However, there will be handouts and you are required to read those by the date specified.

#### **Course Description**

This course is an intensive workshop in visual storytelling. Students will develop their aesthetic and critical approach to video. Readings, exercises, screenings and other assignments are designed to develop technical skills and to sharpen the filmmaker's visual awareness and appreciation for the

*Syllabus/schedule subject to change*

expressive potential of sound and image. By the completion of class students will be expected to have mastered all of the aesthetic and critical skills needed to produce cutting edge work.

### **Student Learning Outcomes**

1. Students will learn the practical, technical, and aesthetic aspects of film- and video-making.
2. Students will be able to tell effective stories with video cameras and editing systems.
3. Students will be able to use the rule of thirds and other compositional tools to create effective images.
4. Students will be able to control lighting for creating compelling images.
5. Students will be able to be effective film/video crew members, learn to collaborate, and form community.
6. Students will be able to record dialogue for video.
7. Students will be able to import video into a non-linear editing system, have control over the editing process and be able to export video to a DVD.
8. Students will be able to critique their own and other film video work.

## **COURSE REQUIREMENTS**

### **Student Responsibilities**

***ALWAYS CHECK YOUR EMAIL WITHIN AN HOUR BEFORE CLASS*** – we may have changes in assignments, meeting, etc.

**PLEASE NOTE:** A significant amount of work outside of class and lab time is required to successfully complete this class: Filmmaking requires substantial time and effort in researching, planning and producing your assigned projects. Once the project is captured onto media, it must be edited requiring a greater time commitment. This is a studio art class – plan your personal, family and work time accordingly.

Projects: Several video projects will be assigned during the semester. We will be looking for creativity in style and content as well as technical proficiency. Every project turned in needs to have head leader, title and credits. All assignments must be turned in via your hard drive.

**You are expected to work crew on other projects.**

**Exercises:** There will be several short exercises designed to help you practice the techniques covered in lectures and demos before you must produce complete projects.

Dates, discussion and further details will be assigned later.

Critiques: Come to class with your project cued up and labeled, and be prepared to actively participate in the critique. Class participation during the critique phase of your work, as well as the work of your classmates, is extremely important to your development as a serious Film/Video Maker.

Individual Meetings: As per the schedule, students may meet briefly with the instructor to present their ideas. Be prepared to discuss your project in creative and logistical detail.

Outside Lectures and Screenings: As the opportunity arises, you will be informed of outside lectures by guest speakers, film festivals or film screenings. These are opportunities to expose you to experiences that cannot be duplicated in the classroom. It will serve your creative growth to make every attempt to attend them.

Additional Information: Please read and be certain you understand all of the lab policies. You are responsible for understanding and adhering to all of these policies. These policies are designed to facilitate the use of all of the equipment available to you and other students. Attend demonstrations, take notes, and ask questions if you do not understand something. Also understand that as a student you are responsible for adhering to the attendance and due dates in this syllabus and discussed in class. If you do not understand a policy please ask us about it.

These policies are not in place to make your life difficult but rather to insure that you get the full benefit of the class. As we're sure you have all heard before – life in the "real, working world" is different than in college. Any job you have will expect you to show up on time, complete your work on time, and think critically. It is unlikely they will have a written policy on these things as they are simply expected. It is assumed that you learned these in college if not long before. Read and remember these policies and your time in the film/video course will prove beneficial.

Throughout this class we will be viewing a wide variety of work from artists in all cultures, religions, languages and lifestyles. This work has been carefully chosen to expose the students to different points of view and the artistic methods utilized to express those points of view. Some of the work

may contain material with which some students may not be comfortable. If at any point in time a student becomes excessively uncomfortable with material being viewed they are welcome to exit the class for the remainder of that video piece and to return for the discussion of that piece.

Due to the technical nature of our video/computer/film facilities, certain systems or parts of systems may be unavailable as they are removed for maintenance or repair. The faculty will make every effort to accurately inform students as to when equipment will be available again. If you feel that technical issues will impact your ability to complete a project, you should discuss this with the professor in a timely manner **BEFORE** the project due date. Please note that technical difficulties are a very standard occurrence in this field and successful professionals are often noted for their abilities to find creative solutions that allow them to complete their projects on time and with artistic excellence despite technical difficulties.

In addition to requirements mentioned elsewhere in this document, to get a passing grade in the class all students will be required to do all the following: Produce (includes writing, directing, editing) all projects and exercises group projects etc.

Turn in all paperwork on time as well as a production book at the end of the semester.

Write a self-critique at the end of the semester about where you were before the class, how the class has informed your filmmaking and where you are now as a filmmaker.

*Turn in a hard drive with all projects on it:*

*A) Properly labeled as defined above;*

*B) As Quicktime file (H.264) or PDF files as they apply.*

## **GRADING**

Final grades in this course will be based on the following scale:

**A** = 90%-100%- Work WELL above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique.

**B** = 80%-89%- Work well above the general class level, participation in classroom discussion and critique.

**C** = 70%-79%- Average work, minimal requirements met.

**D** = 60%-69%- Work below class average, lack of participation and or poor attendance.

**F** = 59% or Below- Inferior work, work not turned in, failure to attend class.

In addition to project, quiz and test grades, students final grade will also be based on critique participation, work ethic and attitude. These specifications are applied with the following percentages

10% Class participation

30% Assignments

20% Production book

40% Final Project

### **Class Participation Grading Determination:**

#### **A**

Actively supports, engages and listens to peers. Arrives fully prepared for every class. Plays an active role in discussions. Comments advance the level and depth of the dialogue. Group dynamic and level of discussion are consistently better because of the student's presence.

#### **B**

Makes a sincere effort to interact with peers. Arrives mostly, if not fully prepared. Participates constructively in discussions. Makes relevant comments based on the assigned material. Group dynamic and level of discussion are occasionally better (never worse) because of the student's presence.

#### **C**

Limited interaction with peers. Preparation and level of participation are inconsistent. Participates constructively in discussions only when prepared. Group dynamic and level of discussion are not affected by student's presence.

#### **D**

Virtually no interaction with peers. Rarely prepared. Rarely participates. Comments are vague. Demonstrates lack of interest. Group dynamic and level of discussion are harmed by student's presence.

#### **F**

No interaction with peers. Never prepared. Demonstrates noticeable lack of interest. Group dynamic and level of discussion are significantly harmed by student's presence.

All assignments must be turned in on the due date. **NO LATE WORK WILL BE ACCEPTED**, unless there are unforeseen circumstances. This must be discussed with the professor and only in rare circumstances will it be accepted.

*The Department of Art reserves the right to discontinue enrollment of art major students at anytime if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.*

## **ATTENDANCE**

**As a student you are allowed 2 absences before you will fail this course.** Please use your time wisely and save those days for when you are really sick.

**FRIST ABSENCE:** Email will be sent to the student notifying them of an absence.

**SECOND ABSENCE:** Email will be sent to the student notifying them of an absence. The Director of Visual Communications then will contact the student.

**THIRD ABSENCE:** The Director of Visual Communications then will contact the student informing them that they have failed the course.

The student is responsible for any work missed during an absence, including any handouts given in class and any demonstrations. It is not the responsibility of faculty to re-teach what the student has missed. Student should be aware that if a demonstration is missed they might not be allowed to utilize that equipment. Attendance is also mandatory for all critiques whether the student has completed the work required or not.

## **TARDIES**

1. Two tardies equal one absence.
2. A tardie of 60 minutes equals one absence.

3. If a student is OVER 10 MINUTES late for a final, a full grade will be deducted from his or her final grade.
4. If a student does not show up for the final they automatically fail the course.

## **CELLPHONE USAGE**

This is a professional environment. Please conduct your personal business outside of class. Silence your phone before coming to class. Do not text or check your phone/texts, email, social network sites, websites etc. in class.

1. First time the student will receive a warning.
2. Second time the student will be asked to leave the classroom and the Director of Visual Communications will contact the student.
3. Third time the student will drop a letter grade and the Director of Visual Communications then will contact the student.

## **EATING IN CLASS**

No eating in classrooms! There are designated areas like the gallery and the 3<sup>rd</sup> floor space that you are allowed to eat.

## **LAPTOPS/TABLETS**

Laptops/tablets will not be allowed in the class on a regular basis. Depending on the project at hand (editing at home, presenting a project) laptops/tablets may be allowed on some occasions. The student will be notified as to when they are permissible.

## **UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)  
<http://www.albion.com/netiquette/corerules.html>

### **ADA Statement**

#### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce  
Gee Library- Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)  
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

#### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

#### **Concealed handgun**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so.



Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at [903-886-5868](tel:903-886-5868) or 9-1-1.

## **COURSE OUTLINE / CALENDAR**

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### **Week 1 - Introduction to class/syllabus**

#### Lecture

1. Exchange information and get into groups
2. Class survey of equipment (Who has access to what)
3. What makes a good film/commercial?
4. View successful short films/commercial work and discuss in class
5. 30-second movies
6. Introduction to a log line
7. Introduction to an outline

#### Lab

Produce 3 log lines and discuss in class

#### Assignment

1. **VINE-**  
Create a VINE about who you are!
2. Bring your camera to next class

### **Week 2 - Camera demo**

Show VINE creations in class and discuss

#### Lecture

*Bring your own still/video camera DSLR*

This lecture gives a general overview of the photographic image and its most important tool the camera. Overview of Camera angles/shots (Wide, medium, close up, rack focus, zoom, pan, tilt, and tracking)

#### Lab

Get in to groups and go over camera basics

Assignment**Photo Series**

Create a log line and an outline then tell a story using still images. You are allowed to use up to 10 stills to tell us your story. The story must have a beginning, middle and end. Music may be used but no copyrighted material will be accepted. Bring to class in a playable format but a PDF version of the assignment must be turned in.

**Week 3 – Lighting and sound**

Show photo series assignment and discuss

Lecture

1. Basic lighting and demo- Three point lighting, the use of bounce cards, diffusing and practical lighting.
2. Capturing good sound for your project

Lab

Hands on Lighting and sound demo

Assignment**Inside the camera**

Find a location that you love and explore the place with light, space and movement, shooting no more than 2 minutes and editing in camera. Must be no more than ten shots and must include the below + four more of your choice:

- A Wide Shot
- A Close Up
- A Medium Close Up
- A TRACKING SHOT (can be handheld)
- A shot with shallow depth of field. Must FOCUS on one thing and let the background be out of focus.
- A shot with a pan and zoom combined. The zoom shot can be from CU to wide or vice versa.

NO EDITING IS REQUIRED OR PERMITTED

You don't necessarily have to go in this shot order, but I must see all of the following (the five of your choice) in your piece.

**Week 4 - Intro to Final Cut Pro**

Look over inside the camera videos and discuss

Lecture

The lecture gives an overview of the principles of editing and its workflow. (continuity, matching action, screen direction, timing, rhythm, ...) Discussion on the role of audio in the moving image and overview on its technology. (ambient sounds, dialogue, music, effects, tools of recording, level, mixing, ...)

Lab

In class editing exercise using

Assignment-

Archival Mash-up. You will be putting together a 3-5 minute video made from clips taken from (<https://archive.org/details/prelinger>). The video should have a theme and must make sense. You are able to use music and sound effects but please refrain from copyrighted music.

Think about a pitch for the final project.

**Week 6 - Script writing**Lecture

- 1.The Visual Presentation- How and Why- Will cover Tone, the use of color, camera movement, editing pace, and framing.
- 2.Presenting your pitch via Power Point and or Keynote.
3. Three act structure
- 4.Script writing basics

Lab

Go over some script writing basics and the three-act structure

Assignment

Script- Rough draft

Write a 2-3 page script using (Celtx or Final Draft). Must have a beginning, middle and an end. This project will be a **non-sync sound narrative** film shot with groups. Let the visuals tell the story. Music may be used but please refrain from copyrighted music. Group must discuss who will take what positions during the pre and post production of this project.

**Week 7 - Production Book**

Look over rough drafts and discuss  
Look over Archival Mash-up and discuss

Lecture

- 1.The production book- Shot lists, overheard shooting diagrams, storyboards
- 2.Location scouting and its importance.

Lab

Break into your groups and discuss the non-sync sound narrative  
Assign positions for the project and turn in.

Assignment

- 1.Each student assigned a position must research and have a presentation ready for next class period.

**Week 8 - Casting**

- 1.Individual presentations for non-sync sound group project

2. Discuss rough draft of script

Lecture

1. Casting calls- selecting the right actor for your project.
2. How to cast
3. Who to contact

Lab

Writing a casting call

Assignment

1. Write a complete casting call
2. Finish scripts

## **Week 9 - Music in Video**

Present final script for non-sync sound film

Present complete casting call

Lecture

Audio lecture

How can music enhance a film?

How to use music effectively

Lab

Using the same video clip make two 30 second videos with two different Music tracks.

Assignment

1. Shoot the non-sync sound narrative film with groups
2. Send out casting calls

## **Week 10 - Sound design for video**

Watch dailies from non-sync sound assignment

A video on sound design

Lecture

How sound design can change your overall tone.

Lab

Using the same video clip make two 30 second videos with two different sound designs

Assignment

Work on 3 log lines for final-

## **Week 11 - PSA/COMMERCIAL**

Present non-sync sound project and discuss

Present 3 log lines for final

Lecture

What is the purpose of a PSA/Commercial

Lab

Find a good example of a PSA/Commercial and do a quick presentation in class

Assignment

Write a script or treatment for final project. Prepare a Keynote/PowerPoint) for the final project. Final project will be a 60 second to 1 min Commercial or PSA. The Final must have all aspects that we discussed over the semester. Do a commercial about a product you like or a PSA about a subject you are passionate about. It must be of high quality and it must have a message.

**Week 12 - Script Breakdown**

Students give a presentation (Keynote/PowerPoint) of their final projects.

Lecture

1. Doing a script break down-Learn the process of breaking down a script scene by scene
2. Budgeting for your short

Lab

Break down the final script

Assignment

Work on Production books

**Week 13 - Casting call night**

***Casting call for all projects.***

Assignment

Review and cast the actors for final

**Week 14- Work Day**

Students must show up for class and work with group members on pre production.

Assignment

Shoot Final project

**Week 15 - Scene breakdown**

Watch dailies from final-discuss

Lecture

Watch video clips and break down each scene-Discuss  
What makes a scene work and why

Assignment

Finish up your final

**Week 16 - Editing your final**

Watch dallies from final project -discuss

Lab

Work on rough edit- Rough edit due at the end of class

Assignment

Finish your edit complete with sound design

**Week 17 - Finals Week**

***Turn in***

- 1.Final project (Quick time-H.264 format)
- 2.Production book

Review and discuss final